

CHAPTER 3

Aviation Promotion Program

Section I. General

The Aviation Promotion Program is designed to help stimulate aeronautical activity and promote aviation across the Commonwealth. The Aviation Promotion program is intended to focus on the general public to make them aware of services provided at an airport. The program provides grants-in-aid from the Aviation Special Fund to airport sponsors for the promotion of commercial aviation services and general aviation activities.

The Department is staffed to provide technical assistance to airport sponsors in the design of promotion program planning and in the submission of grant applications. In addition, the Department is responsible for evaluating promotion grant applications for consideration by the Board and it is responsible for administering the program.

Section II. State Financial Participation

The Board has established a \$25,000 annual ceiling on state financial participation for air carrier airports and a \$7,500 annual ceiling for general aviation airports. All funding is allocated at the discretion of the Board. The state matching share is based on enplanements for air carrier airports and the number of based aircraft for general aviation airports. The amounts shown in Tables III-1 and III-2 are based on maximum state participation; however, where a small amount of local funds are available, a proportionate share of state funds may be provided.

Funding for Air Carrier Airports - The number of enplaned passengers for the most recent previous calendar year determines the state matching share for air carrier airports. As Table III-1 depicts, the state matching share for smaller airports has been increased to ease the financial burden on local communities and encourage use of the program.

Funding Levels Aviation Promotion Program (Air Carrier Airports)				
<u>Level</u>	<u>Annual Enplanements</u>	<u>-----Shares-----</u>		<u>Project Total</u>
		<u>State</u>	<u>Local</u>	
I	0 to 25,000	\$25,000 (2/3)	12,500 (1/3)	37,500
II	25,001 +	25,000 (1/2)	25,000 (1/2)	50,000

Table III-1

Funding for General Aviation Airports - The number of based aircraft determines the state matching share for General Aviation Airports. The Annual Based Aircraft Survey conducted by the Department will be used as the official count. The general aviation program consists of the two funding levels shown in Table III-2, below.

Funding Levels Aviation Promotion Program (General Aviation Airports)				
<u>Level</u>	<u>Based Aircraft</u>	<u>-----Shares-----</u>		<u>Project Total</u>
		<u>State</u>	<u>Local</u>	
I	0 to 25	\$7,500 (2/3)	3,750 (1/3)	11,250
II	25+	7,500 (1/2)	7,500 (1/2)	15,000

Table III-2

Fund Ceilings - After January 1 of any year, fund ceilings are removed for the remainder of the fiscal year.

Section III. Eligible Projects

Each sponsor's goals, objectives and scope of work will be judged on an individual basis. Programs should feature public relations activities, radio, print and television advertising, educational activities and the development of publications. General aviation airport programs normally cover a wider spectrum of projects due to the diverse needs of each community and the airport's target audience.

The following are examples of eligible projects:

- ✍ Brochures & fliers.
- ✍ Print media and air time, billboards, sign boards.
- ✍ Travel to conventions to assist the Department promote the Virginia Air Transportation system and aeronautical activities.
- ✍ Airport flight guides.
- ✍ Airport and aviation displays.
- ✍ Items or services that are contracted for public-use and benefit to support airport appreciation days, fly-ins and air shows.
- ✍ Support of aviation educational activities and the acquisition of educational supplies.
- ✍ Meetings (other than regularly scheduled sponsor meetings) that promote aviation and its services to include administrative, legal and incidental costs incurred to complete the project.
- ✍ Other items would include: newsletters, annual reports, promotional videos, on-line electronic services (such as creation and maintenance of a Web Site).
- ✍ Business and financial plans are also eligible under the program and should include the following elements: a description of the business, financial data, and supporting documents that verify up-to-date master and airport layout plans.

**If you have ideas that are not included,
please contact the Department for
determination of eligibility.**

The following items are examples of ineligible promotional activities:

- ✍ Any promotional item or activity that has the specific purpose of attracting business or passengers from another Virginia airport. No advertisement or promotional activity should reference the name, services or economic advantages of one airport over a neighboring Virginia airport.
- ✍ The purchase, long-term lease or lease purchase of office equipment, presentation equipment, audio-visual equipment, vehicles, uniforms, or similar items.
- ✍ The physical enhancement, beautification, decorating or improvement of airport facilities.
- ✍ Any promotional item, service or event that is not available to the general public.
- ✍ The promotion of privately owned businesses as sole benefactors of a promotional effort.

Section IV. New Eligible Sponsors

1. A designated Airport Support Organization, which encourages the development activities at a Virginia air carrier airport, is eligible to receive state aviation funding in accordance with applicable policy of the Virginia Aviation Board. This funding shall be used in accordance with established Virginia Aviation Board policy which defines the existing Air Service and Airport Promotion Program and the Air Service Development and Enhancement Program.
2. The matching ratio shall be 50/50 and shall be paid from the existing Air Service and Airport Promotion Program and the existing Air Service Development and Enhancement Program which shall be administered by the Public Relations and Promotion Division of the Department of Aviation.
3. To be eligible for financial assistance, an airport support organization shall be designated by the written endorsement of an airport sponsor. The designated organization shall also be incorporated by the State Corporation Commission and have Articles of Incorporation and by-laws. Copies of all documents and a current written endorsement shall be included with the initial request for financial assistance. Such requests shall be made in accordance with existing policy which administers the Air Service and Airport Promotion Program and the Air Service Development and Enhancement Program. There shall be only one eligible airport support organization per airport sponsor.
4. Activities conducted in support of air service development by an airport support organization, such as air service studies and reports and airline visits as listed in the Airport Sponsor Guide section entitled Financial Aid to Airports, shall not directly compete or infringe on the air service development activities of another Virginia airport; nor shall the activities of an airport support organization conflict with the overall programs and air service development activities which might be initiated by the Governor, the General Assembly, the Virginia Aviation Board or the Department of Aviation.
5. Activities conducted in support of airport infrastructure development by an airport support organization shall be limited to only those projects that are depicted on an airport layout plan which is approved by the Department of Aviation.

Section V. Preapplication Process

Requirements for requesting funds under the Aviation Promotion Program are essentially identical to those of the ACIP with one exception. Completed packets shall be mailed/shipped or hand delivered to the Department's Public Relations and Promotion Division. A separate preapplication packet will be included in the annual ACIP update mail out sent to each sponsor

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during the 3rd quarter of each fiscal year (fy). The Aviation Promotion Program preapplication packet will be identified separately in the package along with specific instructions for its completion. A blank copy of the preapplication form is at ***Appendix C*** and may be photo copied.